

FIG. 1  
 -PRIOR ART-

The screenshot displays the Overture DirectTraffic Center interface. At the top, the user is logged in as 'sfphillips'. The navigation bar includes links for Main, Manage Bids, Reports, Manage Listings, Money Manager, Support Center, and Power Manager. Below this, there are tabs for Premium Bidding and Standard Bidding. A status bar indicates the account summary as of August 23, 2001, at 18:00:00 PT.

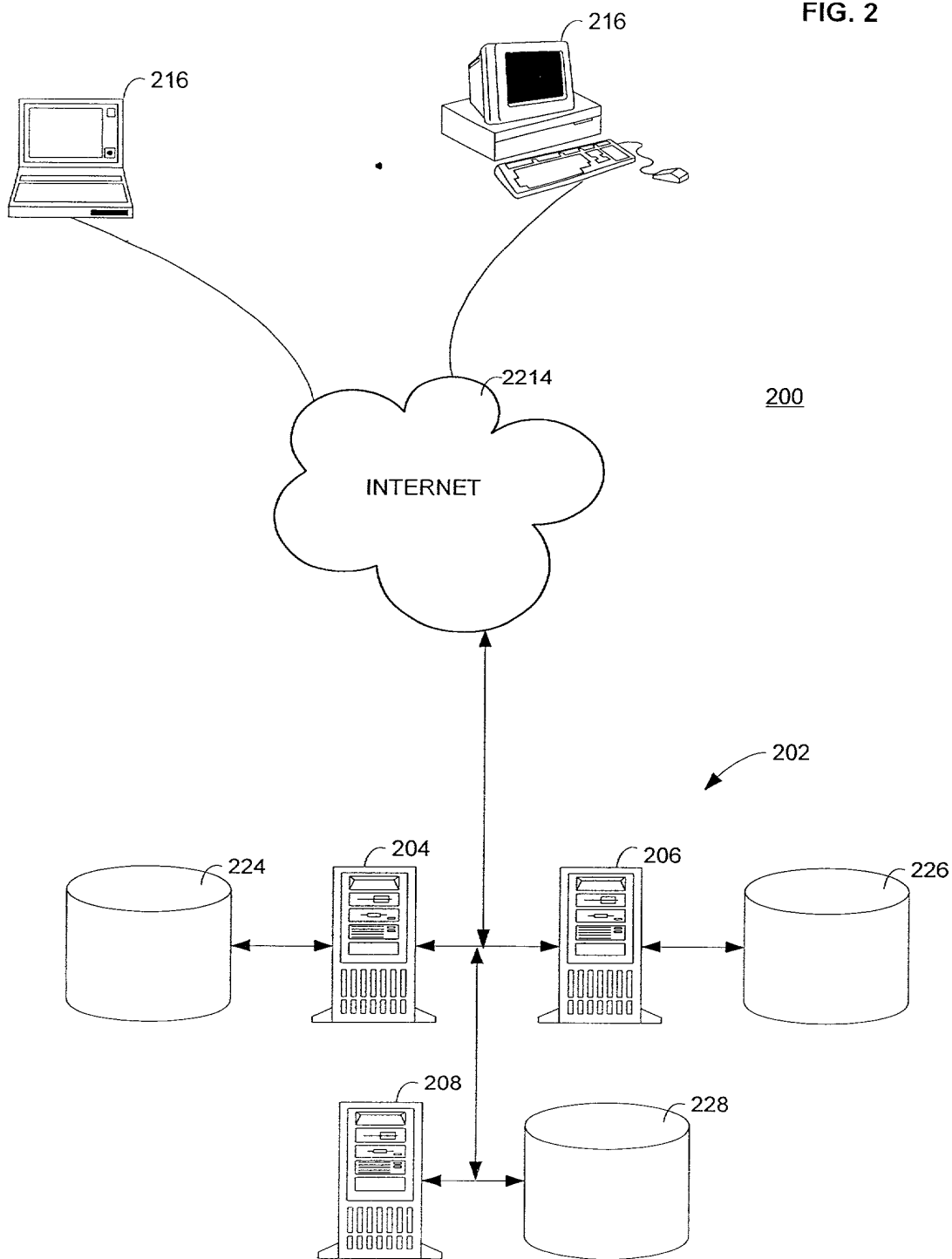
The main content area shows account details for Account ID 10093418, Account Name GoTo, and Market US. The balance is \$59.54. Three options are provided to change bids: Option 1 (Change All), Option 2 (Change Page), and Option 3 (Change Bids Individually). Option 2 is selected, showing a table of listings with columns for Search Term, Current Bid, Current Position, Bid To Become #1, Current Bid Tool, and New Bid.

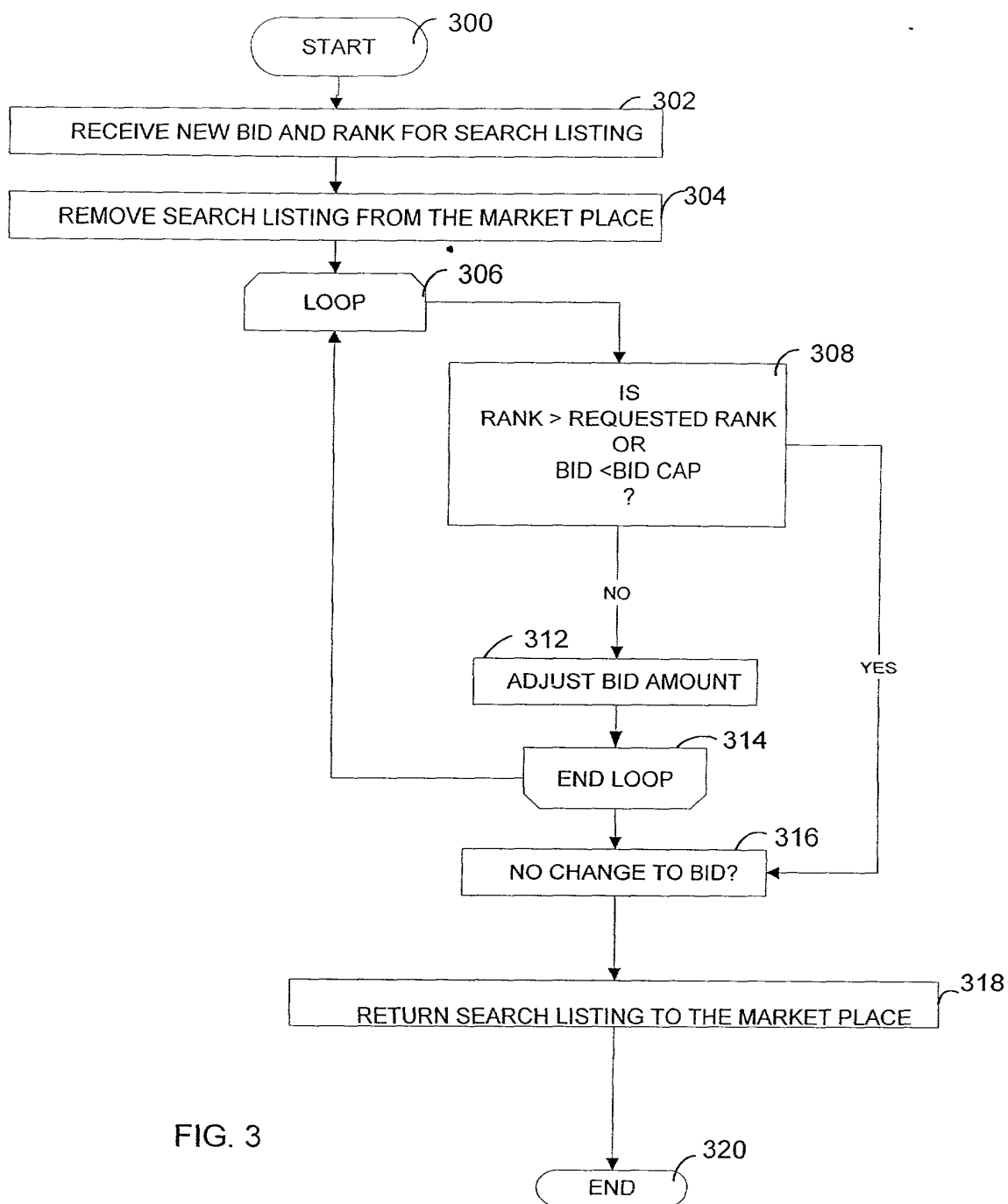
The table lists 37 items, all with a current bid of \$0.05 and a current position of 2. The search terms are mostly variations of 'goofyguy' followed by a number. The 'New Bid' column shows a value of 0.05 for all items.

On the right side, there are sections for Tips (Premium Listings, Important!), Tools (Search Your Listings), and a Search Term input field. The Search Term field contains 'alex m. kimura'.

Annotations 102, 120, 122, 104, 106, 108, 110, 112, 114, and 116 point to various elements in the interface, including the account ID, the 'Change All' button, the 'Change Page' button, the table header, and the table rows.

FIG. 2





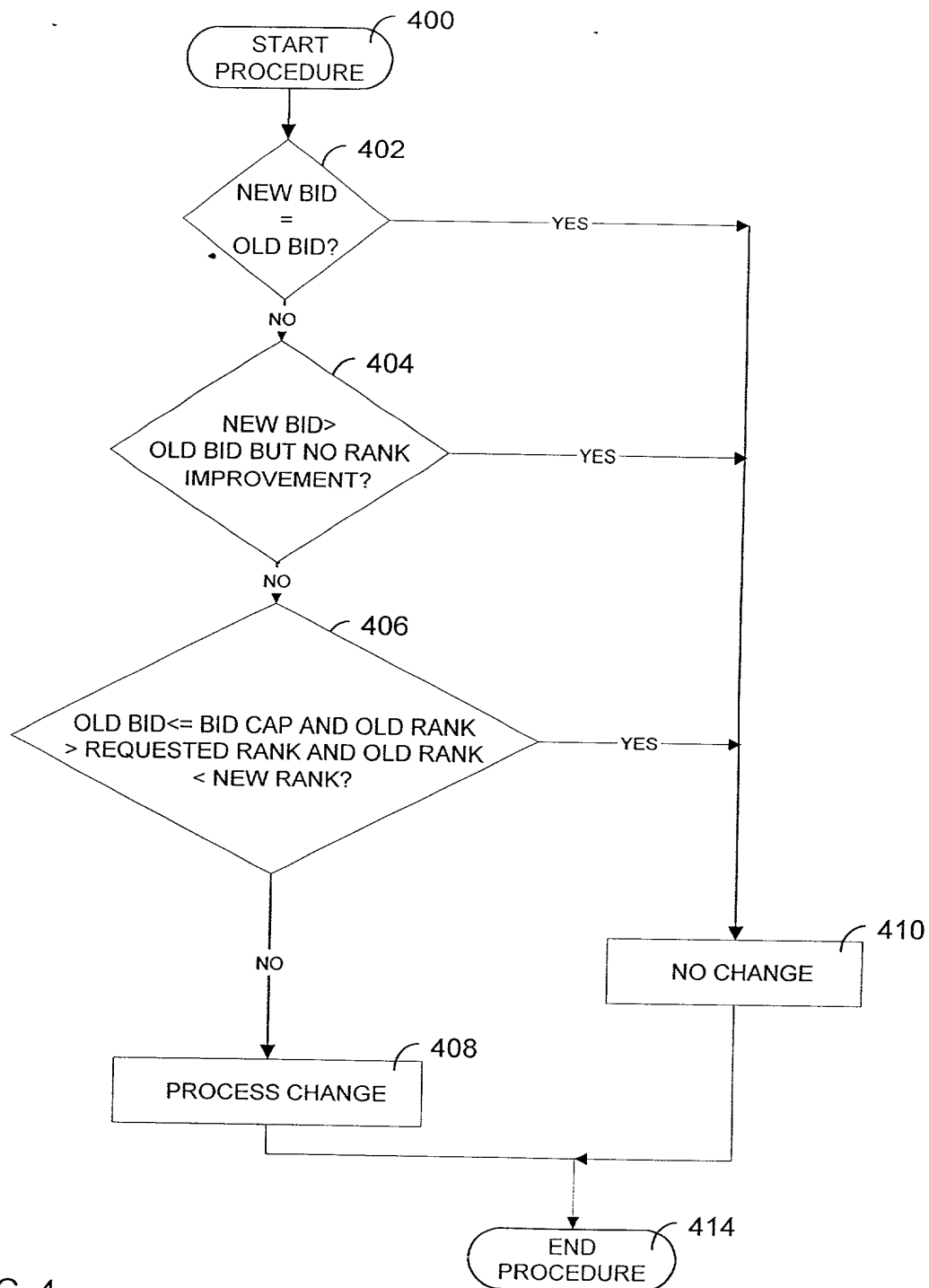


FIG. 4

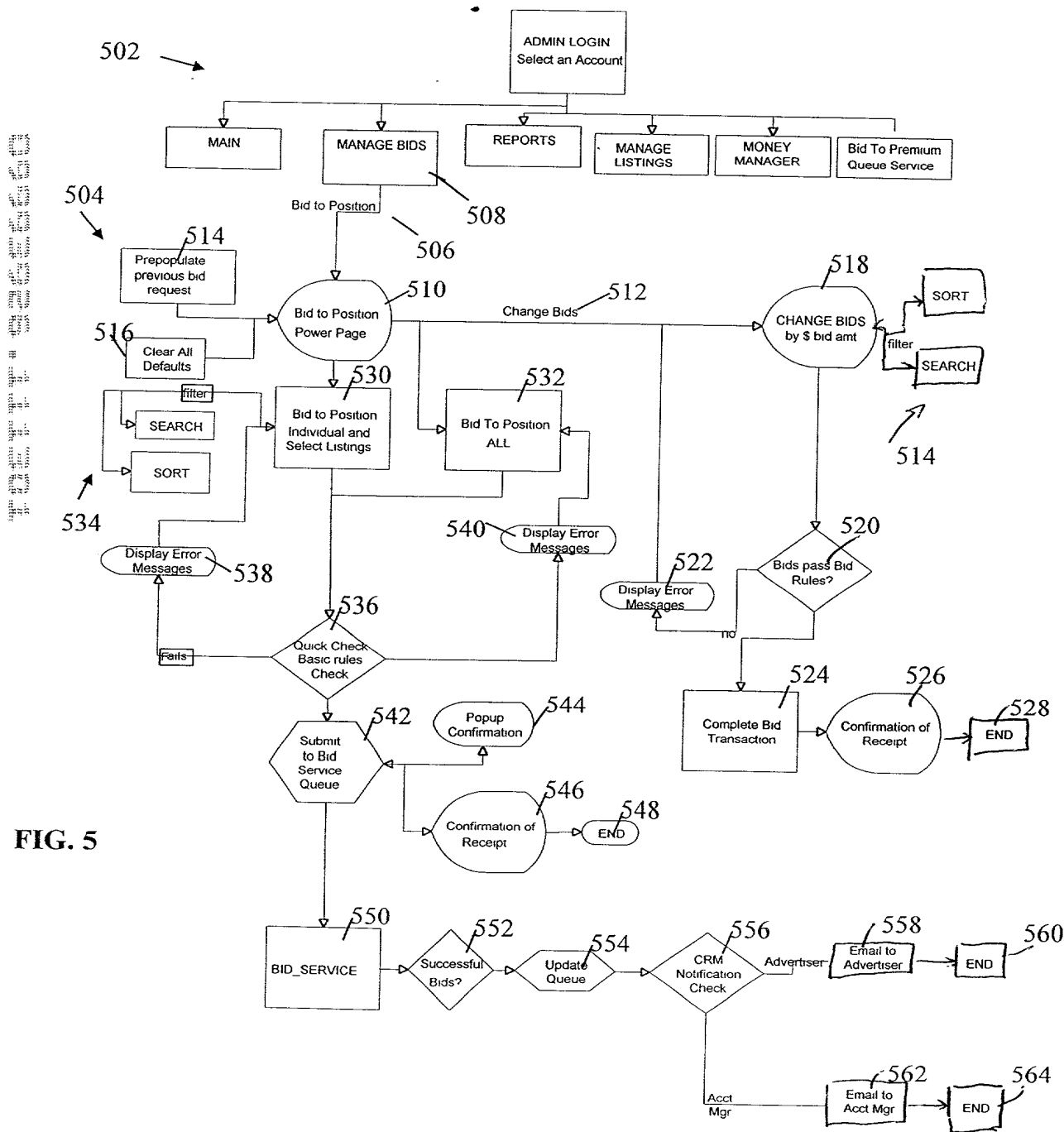


FIG. 5



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